










Focus on TOOTHPASTE

Editor's Note: This table includes some of the toothpastes available in the United States, but it is not meant to be comprehensive.

MANUFACTURER	PRODUCT	ACTIVE INGREDIENTS	CONTAINS GLUTEN	FLAVORS	UNIQUE FEATURES
3M Oral Care  Science. Applied to Life.™	3M™ Clinpro™ 5000 1.1% Sodium Fluoride Anti-Cavity Toothpaste	Sodium fluoride (5,000 ppm fluoride ion)	No	Vanilla mint, bubble gum, spearmint	Prescription-strength fluoride toothpaste aids in caries prevention and helps strengthen enamel and reverse white spot lesions; delivers high levels of fluoride to the tooth; contains functionalized tri-calcium phosphate; remineralizes lesions throughout, not just on the surface; provides gentle cleaning and whitening with low abrasion; ideal for high caries risk patients
	Clinpro Tooth Crème 0.21% Sodium Fluoride Anti-Cavity Toothpaste	Sodium fluoride (950 ppm fluoride ion)	No	Vanilla mint	Anti-cavity toothpaste aids in the prevention of dental caries and helps prevent root caries; contains functionalized tri-calcium phosphate; helps strengthen enamel and reverse white spot lesions; remineralizes lesions throughout, not just on the surface; cleans and whitens teeth with low abrasion; ideal for children and patients with low to moderate caries risk
Archtek Inc	Toothpaste Tablets™	Natural cranberry extract, xylitol, sodium bicarbonate, calcium hydroxyapatite	No	Cool mint	Unit-dose dispenses the perfect amount of toothpaste; increases oral pH to prevent the formation of bacteria; 100% recyclable packaging; travel friendly and Transportation Security Administration approved; eliminates microbial transmission from swiping the toothbrush against the tube's end; fluoride free; less mess
Brush Buddies	Emoji Toothpaste Travel Size 0.85 oz	No active ingredients	No	Bubble gum	With xylitol; anti-cavity; fluoride free
	Peppa Pig Travel Bubble Gum Toothpaste 0.85 oz	No active ingredients	No	Bubble gum	With xylitol; anti-cavity; fluoride free
	Shopkins Bubble Gum Toothpaste 4.2 oz	Sodium fluoride 0.243% (0.15% w/v fluoride ion)	No	Bubble gum	With xylitol; anti-cavity
Church & Dwight Co Inc	ARM & HAMMER™ Truly Radiant™ Whitening & Enamel Strengthening	0.24% Sodium fluoride	N/A	Fresh mint	Unique formula with ARM & HAMMER baking soda, active calcium, fluoride, and peroxide; goes beyond whitening to clean, strengthen, and repair enamel
	ARM & HAMMER Advance White™ With Stain Defense™	0.24% Sodium fluoride	N/A	Fresh mint	Baking soda gently removes plaque and surface stains, neutralizes harmful acids, and restores salivary pH balance; Stain Defense helps to prevent new stains from setting
	ARM & HAMMER Sensitive	0.24% Sodium fluoride, 5% potassium nitrate	N/A	Frosted mint	From the makers of Orajel™; offers maximum pain relief; low-abrasion formula is gentle on enamel
Colgate-Palmolive 	Colgate® Total® Toothpaste	0.24% Sodium fluoride, 0.30% triclosan	No	Clean mint, Advanced Fresh + Whitening, Daily Repair, Advanced Deep Clean, Whitening, Advanced Whitening, Mint Stripe	Unique copolymer formula that fights plaque bacteria for 12 hours on teeth, tongue, cheeks, and gums; designed to reduce more plaque bacteria than nonantibacterial fluoride toothpaste for 12 hours after brushing; has American Dental Association Seal of Acceptance
	Colgate Enamel Health™ Toothpaste	5% Potassium nitrate, 0.24% sodium fluoride	No	Sensitivity Relief, Mineral Repair™, Whitening, Multi-Protect	Helps transform enamel from rough and weakened to smooth and strong; replenishes natural calcium and phosphate back into enamel; gently polishes the enamel surface, so that bacteria are less likely to stick
	Colgate Sensitive Toothpaste	5% Potassium nitrate, 0.24% sodium fluoride	No	Complete Protection, Prevent & Repair™, Whitening, Smart White™	Maximum strength of potassium nitrate (anti-sensitivity active ingredient) as allowed by the Food and Drug Administration for sensitivity relief; clean, refreshing feeling and flavor patients want
DenMat	ProDenRx® 1.1+ Neutral Sodium Fluoride Brush-On Dentifrice	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral dentifrice gel	No	Mint, cherry limeade	Only available through dental professionals; free of dye and gluten; combines high-potency fluoride with low-abrasive silica for a one-step brushing treatment
	ProDenRx 1.1+ Neutral Sodium Fluoride Brush-On Gel	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral aqueous gel	No	Mint	Only available through dental professionals; free of dye and gluten; high-potency, high-frequency topical fluoride for caries and plaque control; especially safe for patients with cosmetic work and those at high risk of plaque buildup
Dental Herb Co	Tooth & Gums Paste	Essential oils and herbal extracts: cinnamon bark, peppermint, eucalyptus, echinacea, thyme, gotu kola, and lavender	No	Essential oil blend	An all-natural antimicrobial toothpaste; ideal for daily brushing to improve periodontal health, inflammation, bleeding and oral malodor; free of sodium lauryl sulfate
Dr. Katz	TheraBreath Fresh Breath Toothpaste	0.24% Sodium Fluoride	No	Mild Mint	Formulated to fight the sulphur-producing bacteria that cause oral malodor; designed to relieve xerostomia symptoms; helps to reduce canker sores and control plaque, tartar, and caries; contains aloe vera for sensitive gums; free of sodium lauryl sulfate
	TheraBreath PLUS Professional Formula Fresh Breath Toothpaste (Extra Strength)	0.24% Sodium Fluoride	No	Spearmint	Formulated to fight the most stubborn, severe oral malodor problems; helps prevent caries; formula combines concentrated zinc gluconate, CoQ10, aloe vera, and xylitol; free of sodium lauryl sulfate
Elevate Oral Care	Just Right™ Metered-Dose Toothpaste	0.243% Sodium fluoride	N/A	Berry Blast, Freaky Fruit	Toothpaste pump dispenses a 0.25 g dose with a single push of the pump; no waste and less mess in the sink; saves parents money; proper 0.25 g pea-sized dosing gives oral health professionals the confidence that patients are getting the proper amount of toothpaste
GlaxoSmithKline  GlaxoSmithKline	Sensodyne® Complete Protection™	0.454% Stannous fluoride	N/A	Mint, extra fresh	Complete oral health care for patients with dentinal hypersensitivity; helps support gingival health
	Sensodyne ProNamel® Toothpaste	Potassium nitrate	N/A	Mint Essence, Fresh Breath, Gentle Whitening, Multi-Action	Optimized fluoride formulation that actively strengthens enamel and helps protect against the effects of acid erosion; high fluoride availability to aid in remineralization
Johnson & Johnson Consumer Inc	LISTERINE ESSENTIAL CARE Fluoride Anticavity Toothpaste	Sodium monofluorophosphate 0.76% (0.13% w/v fluoride ion)	N/A	Powerful mint gel	Provides a whole mouth clean; eliminates the bacteria that cause breath malodor; fluoride formula helps prevent caries, strengthens teeth, and removes stains
The Natural Dentist	All In One Fluoride Toothpaste	Sodium fluoride (0.24%) (0.15% w/v fluoride ion)	No	Peppermint Twist	Protection against caries; with the healing and soothing properties of aloe vera; no sodium lauryl sulfate; no artificial dyes, flavors, or sweeteners
	Cavity Zapper Fluoride Gel Toothpaste	Sodium fluoride (0.24%) (0.15% w/v fluoride ion)	No	Not Yucky Grape, Not Yucky Blast	Natural, kid-friendly flavors; protection against caries; no sodium lauryl sulfate; no artificial dyes, flavors, or sweeteners
	Whitening Fluoride Toothpaste	Sodium fluoride (0.24%) (0.15% w/v fluoride ion)	No	Peppermint Twist	Gently removes plaque and stains; protection against caries; no sodium lauryl sulfate; no artificial dyes, flavors, or sweeteners

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Oral BioTech	CariFree CTx3 Gel	Xylitol, pH plus technology, nanohydroxyapatite (Ca PO ₄)	No	Mint, grape	Nonabrasive, fluoride free, refreshing tooth gel that combines bioavailable nanohydroxyapatite crystallites, xylitol, and CariFree's unique pH+ technology; can be used for all ages
	CariFree CTx4 Gel 5000	Sodium fluoride, 1.1% (w/w)	No	Mint, grape	Low abrasion tooth gel that combines the anti-caries benefits of 1.1% neutral sodium fluoride with bioavailable nanohydroxyapatite crystallites, xylitol, and CariFree's unique pH+ technology
	CariFree CTx4 Gel 1100	Sodium fluoride, .24% (w/w)	No	Mint, citrus, grape	Low abrasion tooth gel that combines the anti-caries benefits of 0.24% neutral sodium fluoride with bioavailable nanohydroxyapatite crystallites, xylitol, and CariFree's unique pH+ technology
Pac-Dent International Inc	iBrite® 24/7 Whitening Toothpaste for Sensitive Teeth	Sodium fluoride, potassium nitrate	No	Mint blast	Specially formulated for those with sensitive teeth; uses remineralizing nanohydroxyapatite and desensitizing potassium nitrate to increase protection against sensitivity; whitens teeth; freshens breath; helps fight caries; strengthens enamel; stops gingival bleeding
	Philips Sonicare Fluoridex Daily Defense 1.1% Neutral Sodium Fluoride Toothpaste	5,000 ppm Sodium fluoride	N/A	Cool mint, fresh fruit	Offers patients maximum prescription-strength fluoride with the consistency and taste of regular over-the-counter toothpaste; available in 4-oz tubes and two flavors
	Philips Sonicare Fluoridex Daily Defense 1.1% Sodium Sensitivity Relief Fluoride Toothpaste	5,000 ppm Sodium fluoride, potassium nitrate	N/A	Cool mint	Combines prescription-strength fluoride with 5% potassium nitrate for sensitivity relief; available in 4-oz tubes
Plak Smacker	Dinosaur™ and Great White Shark® Fluoride Gel Toothpaste	Sodium fluoride	N/A	Bubble gum or berry	No sugar added; available in 4.2-oz or 0.85-oz sizes
	Bubblegum Flavored Fluoride Free Paste	N/A	N/A	Bubble gum	Children will love the bubble gum flavor; paste is a great way to encourage good brushing habits in young patients; 0.85-oz size
	Mintblast™ Toothpaste	Sodium fluoride	N/A	Cool mint	Comes in a convenient 1-oz tube; perfect size for travel
	Enamelon® Preventive Treatment Gel	0.40% Stannous fluoride	No	Clean mint	Exclusive formula combines stabilized stannous fluoride with remineralizing technology of amorphous calcium phosphate; helps prevent caries and gingivitis; treats sensitivity; more protection with less fluoride; features Ultramulsion®, a patented saliva-soluble coating that moisturizes and soothes oral tissues; free of sodium lauryl sulfate, abrasives, gluten, and dye
	Enamelon Fluoride Toothpaste	0.45% Stannous fluoride	No	Mint breeze	Exclusive formula combines stabilized stannous fluoride with remineralizing technology of amorphous calcium phosphate; helps prevent caries and gingivitis; treats sensitivity; features Ultramulsion, a patented saliva-soluble coating that moisturizes and soothes oral tissues; free of sodium lauryl sulfate, abrasives, gluten, and dye; available in 4.3-oz and 0.75-oz tubes
	Crest PRO HEALTH HD	0.454% Stannous fluoride	N/A	N/A	Designed to be as effective as chlorhexidine on gums (via step 1 stannous fluoride antibacterial toothpaste) with the advantage of noticeable whitening (at 3 weeks of treatment); step 1: stannous fluoride toothpaste inhibits growth and metabolism of plaque bacteria associated with gingivitis; step 2: hydrogen peroxide perfecting gel whitens by eliminating surface stains; stannous fluoride antibacterial toothpaste is designed to provide greater reduction in overnight plaque accumulation vs regular fluoride toothpaste at 1 week
	Crest PRO-HEALTH Clean Mint Toothpaste	0.454% Stannous fluoride	No	Clean mint	Has a smooth formula and improved usage experience; formulated with stabilized stannous fluoride to help restore gingival health; protects enamel from acid erosion effects; benefits in key areas: gingivitis, plaque, sensitivity, acid erosion, caries, staining, calculus, and oral malodor
	Crest 3DWhite Whitening Therapy Enamel Care Toothpaste	0.243% Sodium fluoride	No	N/A	Nourishes teeth to repair weakened enamel and beautifully whitens; formulated with an Active Mineral Complex; The Enamel Care formula helps to remineralize enamel; formula gently lifts impurities and is specifically formulated to envelop each tooth to whiten and strengthen teeth
Quantum Labs Inc	Quantum Fresh	0.243% Sodium fluoride	N/A	Fresh mint	Premium anti-caries toothpaste at an economical price; available in 0.85-oz tubes; gentle stain removal cleans and protects; cool mint freshens breath
Rowpar Pharmaceuticals	CloSYS Fluoride Toothpaste	Sodium fluoride, stabilized chlorine dioxide	No	Mint	Designed to kill most of the bacteria that cause bad breath, dissolve unwanted compounds, and reduce harmful bacteria; sulfate free, nonirritating; anti-plaque; anti-caries; low abrasion; pH balanced
	CloSYS Fluoride-Free Toothpaste	Stabilized chlorine dioxide	No	Mint	Designed to kill most of the bacteria that cause bad breath, dissolve unwanted compounds, and reduce harmful bacteria; sulfate free, nonirritating; anti-plaque; anti-caries; low abrasion; pH balanced
	GUM Crayola Kids' Toothpaste (4.2 oz)	0.24% Sodium fluoride (0.14% w/v fluoride ion)	No	Tropical twist	Makes brushing fun; yummy flavor sweetened with xylitol; contains the fluoride children need
TJA Health	Plaque HD Plaque Identifying Toothpaste	0.24% Sodium fluoride	No	Fresh Mint, Berry Bubble Gum	One-step process that allows the patient, or parent, to monitor brushing and to brush away any plaque that is missed
Tom's of Maine	Natural Whole Care Fluoride Toothpaste	Sodium monofluorophosphate	N/A	Peppermint, spearmint, wintermint, cinnamon-clove	Natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
	Natural Cavity Protection Fluoride Toothpaste	Sodium monofluorophosphate	N/A	Silly Strawberry, Orange-Mango, mild mint, peppermint baking soda, spearmint	Received American Dental Association Seal of Acceptance; real fruit flavors and natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals; Silly Strawberry and Orange Mango flavors are designed for children, while mild mint flavor is for teens
	Natural Simply White Fluoride Toothpaste	Sodium fluoride	N/A	Clean-mint, sweet-mint	Received American Dental Association Seal of Acceptance; uses naturally sourced silica to help whiten; natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
Toothzone	Xylokid	Sodium monofluorophosphate 0.55%	No	Grape	Fun flavor, great protection; contains natural cavity and oral disease defenders with 30% xylitol and fluoride; soothing nontoxic grape flavoring
Ultradent Products Inc	Opalescence Whitening Toothpaste	0.25% Sodium fluoride	N/A	Cool mint	Efficient, quick fluoride release; low relative dentin abrasivity provides maximum enamel, dentin, and restoration protection; safe for multiple uses each day; triclosan-free formula
Xlear Inc	Spry Kid's Gel Bubble Gum Toothpaste	Sodium fluoride	No	Bubble gum	Natural, anti-caries toothpaste with xylitol; features cranberry extract and fluoride for an additional antimicrobial punch; kid-pleasing bubble gum flavor; suggested for children ages 3 and older
	Spry Kid's Tropical Fruit Tooth Gel	N/A	No	Tropical fruit	Fights against plaque and tartar buildup naturally; formulated with xylitol and other natural ingredients to improve children's oral health; safe to swallow; suggested for children ages 2 to 4
	Spry Toothpaste (fluoride and fluoride-free versions)	Fluoride version contains sodium fluoride	No	Cinnamon, wintergreen, spearmint, peppermint	Defends against the bacterial onslaught on teeth and gums; offers caries protection and anti-plaque and tartar control; contains xylitol and cranberry extract for natural oral health benefits